GLENDALE WEEK

2017

SPONSORSHIP OPPORTUNITIES

About Glendale Tech Week







About

Glendale Tech Week is a public/private partnership between the Glendale Economic Development Corporation (lead Agency), the City of Glendale, and a number of private and non-profit institutions. Our goal is to offer a fun and inspiring environment to strengthen the innovative ecosystem in and around Glendale.

City Council



Councilmember Vrej Agajanian



Mayor Vartan Gharpetian



Councilmember Paula Devine



Councilmember Ara Najarian



Councilmember Zareh Sinanyan

About the City of Glendale Economic Development Corporation

The Glendale Economic Development Corporation is a non-profit, public benefit 501(c)3 corporation formed in June 2014 to assist and support the City in the expansion of job opportunities; stimulation of economic development; growth in the physical improvement of the City; and to implement, assist and support the City in development activities.

Overview of Glendale Tech Week

Glendale Tech Week is the celebration of innovation and tech in Glendale. The 2nd Annual Glendale Tech Week will take place the week of October 9th with a City sponsored summit on October 11-12, 2017. Events will take place at the Alex Theatre, the Maryland Paseo & other exciting downtown venues.

Recap of Last Year's Glendale Tech Week

4 Days 50 Speakers 30 Events 1,000 Attendees

Glendale Tech Week Events

- Meet the Funders
- Panels
- Speakers
- Pitchfest
- Job Fair
- Live Demos

- Hackaton
- Pop Up Events
- Industry Speed Networking
- Night Crawl
- Concerts
- Test Kitchens



HIGH TECH IN THE CITY OF GLENDALE: QUICK FACTS

1,029Number of

High Tech Firms

41,168

Number of people Employed by High Tech Firms

\$5,383,358,000

Total sales for tech firms in Glendale

\$5,613,512

Average sales for tech firms in Glendale

Educational Attainment & Human Capital:

25.6%

% People 25 and older with Bachelor's degree

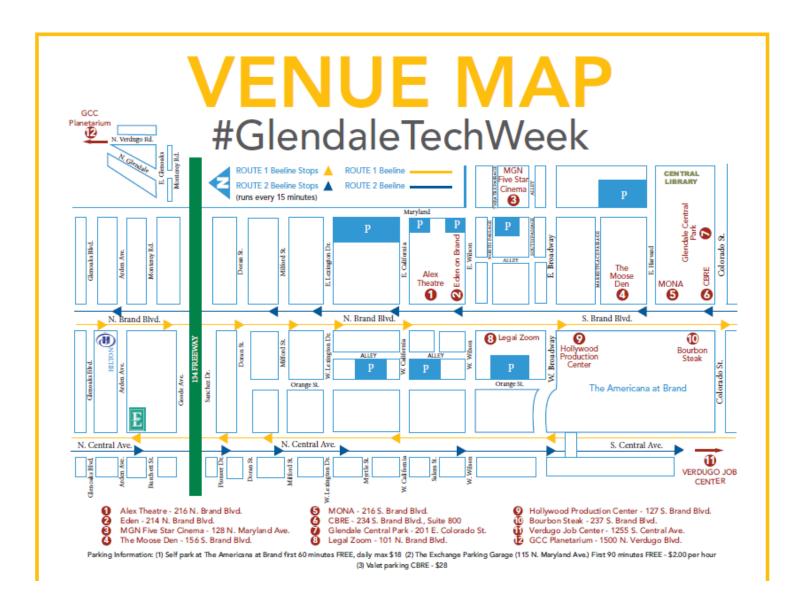
12.3%

% People 25 and older with Graduate of Professional degree

32.7%

% Graduates with a degree in Science, Technology, Engineering, Math (STEM) or related

Example: 2016 Activity Map



2016 Sponsorships

Sponsors

Platinum:









Gold:







Glendale Adventist Medical Center

Adventist Health





Silver:





Bronze:





Partners























2016 Featured Speakers

Partial List of Speakers



Matt Atkin Digital Marketing Lead SkySilk Cloud Services



Alfredo Ayala R&D Principal Walt Disney Imagineering



Edward Barrera Consultant Edward Barrera & Associates



Alex G. Ghazalpour Founder & COO Vital Medical Services



Mike Giardello Principal / Managing Partner Mount Wilson Ventures



Graham Goddard Founder All Public Art



Vincent Bradley CEO & Co-Founder FlashFunders



Melissa Burghardt Senior Vice President of Media Products



Rick J. Caruso Founder & CEO Caruso Affiliated



Laura Goldberg Chief Marketing Officer



Alexander Grasso Co-Founder Bourge Design



Cynthia Guzman Senior Associate ELP Advisors



Jay Chang Consultant USC Blackstone Launchpad / IncubateUSC



Damon Cleckler Vice President Consumer Product Management



John Deyto Founder MyCamCan



Chris Hereweth Instructor Glendale Community College



Lewis Horne
President of the Greater Los
Angeles-Orange County Region



Jurgen Kurz Founder & CEO Stashimi



Cecilia Estolano Co-Founder ELP Advisors



Barbara Falkowski Professor Glendale Community College



Debra Gerod Partner Gruen Associates



Brittany Levine
Associate Editor
Mashable



Alan Loomis
Deputy Director of Urban
Design & Mobility
City of Glendale



Tom Lorenz
Director of Communications &
Community Relations
City of Glendale

Why Sponsor Glendale Tech Week?

Benefits/Perks of Participation:

- Promotion on the Glendale Tech Week website <u>www.glendaletechweek.com</u>
- Recognition in All Printed and Online Materials Including Social Media
- Access to Talent and Influencers
- Acknowledgment as a Sponsor
- Speaking Opportunity
- Booth at the Exhibit
- Name Placement on Participant Badges
- Product Placement in Participant Goody Bags
- Tickets to VIP Pre-Event Reception
- Social Media Mentions

Why Your Business Should Participate:

- Meet People- Influencers, Creative Minds, Future Employees, Future Employers
- Flevate Your Brand
- Fun Perk for Your Employees
- Explore the World of Tech and Innovation in and around Glendale
- Learn from Leaders in the Industry

Elevate your brand at this year's event!

Align with Glendale Tech Week at the Highest Level

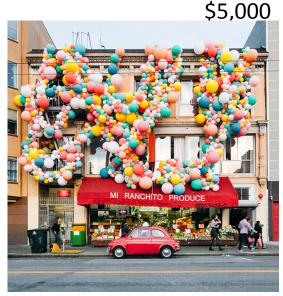
SPONSORSHIP BENEFIT	TITLE \$20,000	PLATINUM \$5,000	SUNSET COCKTAIL \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$750	BEVERAGE (In-Kind Sponsor)
Logo Placement in Marketing Material	Х	Х	х	Х	Х	Х	x
Booth at the Exhibit during Check-In	х	х	х	х	Х	х	х
Inclusion on www.glendaletechweek.com	X	Х	Х	X	X	Х	х
Name Badges with Sponsor Ribbon	X	Х	X	х	X	X	X
Product Placement in Participant Goody Bags	Х	Х	X	Х	X	Х	X
Acknowledgment as a Sponsor During Formal Presentations	X	Х	Х	X			
Speaking Opportunity	Х	х	Х	X			
Name Recognition in all press releases	X	x	X	Х			
High-Visibility Logo Placement on Banners	Х	Х	Х				
Name Placement on Participant Badges	X	Х	Х				
Banner Ads on Glendale Tech Week Website	X	X	X				
Exclusive one time email blast to registration list	X						
Premier Logo/Name Recognition at multiple venues	X						
Recognition on Glendale Tech Week Light Post Signage	X						
Advertising/Recognition through social media wall	Х						
GOBO projection on the Alex Theatre lobby walls	Х						
Tickets to VIP Pre-Event Reception	30	15	15	8	4	2	4
Social Media Mentions	30	15	15	8	5	3	5

Other Activation Opportunities

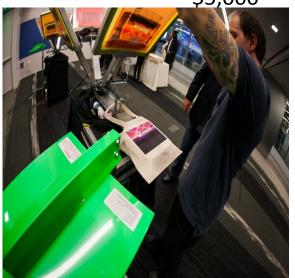


VR Interactive Station

Photobooth \$5,000



Balloon Installation Wall Art \$15,000



Live Screen Printing Bags/Shirts \$10,000



Phone Charging Station \$10,000

Contact Us Today To Get Involved!

Contact Information:

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GlendaleTechWeek.com #GlendaleTechWeek



Deadline for Inclusion in Printed Material: September 1, 2017

